

The Logo

HICAPS stands for Health Industry Claims and Payments Service. The HICAPS logo is the primary component of the corporate identity. It must appear on all communications and promotions in a prominent and consistent manner. The logo must not be altered in any way. The logo has been custom designed. It has not been created using the Frutiger typeface, and therefore will need to be sourced from HICAPS.

Colour

The logo should be reproduced in two colour wherever possible. It may appear in black if the medium prohibits colour, for example newspaper advertisements, metal engraving, high volume forms etc. The background should be white, or a neutral or light background where white is not practical or achievable. The logo is not to be reversed out of a dark colour.

The PMS (Pantone Matching System) colours for the HICAPS logo are PMS 3975 and PMS 289. When the logo is to be reproduced in full colour, the PMS colours are converted to CMYK values as per the following:

PMS 3975 Cyan 0%, Magenta 0%, Yellow 100%, Black 23.5%

PMS 289 Cyan 100%, Magenta 60%, Yellow 0%, Black 56%.

Black variation



Spot colour variation

PMS 3975 (green)

PMS 289 (blue)



Area of exclusion

To enhance brand recognition, the logo should be given a generous amount of background space. A minimum area of exclusion has been defined around the logo by the diameter of the plus sign circle as shown below. Graphic elements or type should not encroach into this area of exclusion.

